

SUMERU SPIRIT

Let's Progress together.... Celebrating IT.

Sumeru and The Dance of Krishna

Krishna dances with one foot in the air, and the toe of the other foot firmly in the ground. This picture of Krishna dancing is the epitome of balance.

The growth of a company like Sumeru is similar to the dance of Krishna. On the one hand, there are the dreams, the vision, the ideas and the ambitions of new businesses, new domains and new specializations - these are like Krishna's foot in the air and represents Sumeru's future potential and possibilities. This needs to be firmly balanced with the reality of funding existing costs, profitably executing existing projects and generally, nose-to-the-ground stuff, about the here and now - much like the other foot of Krishna where he has his toe firmly planted in the ground.

In my 3 years in Sumeru, I have been in many conflicting situations where I have literally had to 'dance' and make others dance. There was of course some resistance within and there was some time spent in wishing this away, before the MBA in me could understand and then appreciate this dance of Krishna.

My shortlist of Dances that we need to practice and perfect in Sumeru in the coming Financial Year are :

- (i) **The Dance with our customers:** Where we aim to achieve a good balance in our Sales focus between short-term projects, and specialized business lines that will fetch long term recurring revenues..
- (ii) **The Dance with each other in Sumeru :** To achieve a balance between the agility of a small company with the efficiency and predictability of processes.
- (iii) **The Vasudhaiva Kutumbakam Dance** as we bring about a balance in our approach to work seamlessly interweaving an attitude of service to society with a clear, focussed sense of professionalism and customer focus.



Rajesh Krishnamurthy, Chief Operating Officer

Symbiotic Growth With Sumeru

'In this new wave of technology, you cannot do it by yourself, you have to form alliances.'
Says Carlos Slim Helu, Chairman and CEO, Telmex, Telcel and América Móvil and the third richest man in the world.

Over the years Sumeru has forayed into diverse service offerings such as Information Security, Application Development, Business Process Consulting and Outsourcing, ERP, Independent Testing and Staff Augmentation.



Whether it is technology or business development, Sumeru has always believed in partnering for a symbiotic growth to bring out the best. As the world looks at India as a software outsourcing hub we look at our partners for showcasing our technical edge to the global business fraternity.

Our partners enjoy the unique role of being our single point of contact to many potential businesses. The partner roles are customized as per their core competence and networking ability. With their extensive business networks across various geographies and business verticals, they generate businesses for a mutual financial gain. They are not just our partners but act as an extension to our company's sales force.

With our partners, our business follows more of a joint marketing which includes strategies such as sharing of prospect and customer lists, referrals, joint direct mailings, to name a few.

Our partners have active involvement in our business development across multiple technologies. Partnering with a growing Sumeru does not just mean a steady growth in business but also being part of a larger social transformation...the Art of Living.

Shantanu Tewari, Pre Sales Team

Success Stories

Team work is one of the most fundamental aspects of a successful delivery and a healthy unit as every individual's work in a team is integral to the unit's successful functioning.

At Sumeru's BPCO unit, the concept of teamwork is ingrained in every team member. Roles are changed or swapped as demanded by situation with a goal to meet one objective— **Client Delight** !

One of the classic recurring examples is the month end payment processing for a leading bank. The job that is otherwise run smoothly by 2 resources requires 5-6 resources on the month-end days. The team members completely co-operate by reprioritizing their other activities.



The dynamic BPCO team

After all, starting with 1 process handled by four people and eventually expanding to a team of over 50 employees handling total 8 processes with a scale up of over 500% growth in revenue wouldn't have been possible without a team work at all levels.

"Whatever we are committed to, it brings us strength... If you are committed to society, you enjoy the support of society."

H.H. Sri Sri Ravi Shankar ji



Make a smart move



Extract of blog article by **Raghesh G. Menon**, Head of Operations, Business Process Consulting & Outsourcing

"Work for tomorrow, today will be taken care of..."

Doesn't it fit as a universal management mantra for any employee at any level in any organization?

There are certain abilities which are in your nature, but there are certain which need to be cultivated. And one such is the ability to **work for tomorrow**.

Specifically from the organization perspective all it means is to move our working culture from 'fire fighting mode' and enable to be the **'builders of tomorrow'**. If an organization is growing, definitely it is because of some people who naturally hold this ability. Imagine if all of us cultivate this.

The ability to understand matter well in advance about specific scenarios and make the move to counter or resolve the probable issues or requirements proactively as much as possible holds the key to cultivating this ability. Moreover, there is fun in doing your job if you are in this state.

This will also enable us to be in the dream state of always being in performance based leadership.

1. Understand manager's vision for the team and client. Keep doing things in background in advance so that when the right time comes the data is ready or necessary steps are either already taken to tackle the situation or can be taken with immediate effect.

2. Understand what the client wants. Provide solutions at least on paper for exactly what he might want in future. The ability to anticipate the issues/hardships the client might undergo in future, letting them know on a timely and professional manner in advance. Seek suggestions from them to whether you would like to give a solution. Proactively is something which will boost client's confidence to highest levels.

[READ MORE](#)

For the third year running, we have continued our Gold Partner status with Microsoft.



7:00 am @ Client Office
Location - Somewhere in N.W.Siberia

Client: HOLA TEAM!
Task: Count no of stars in sky, right now!... I'm waiting...ZZzzzzz...BurPpppp

CLIENT 'O' SAURUS

My team @ Project Meeting Call

ACCOUNT MANAGER

DEVELOPER

9:00 pm

\$?? Hours?? Resource?? Who? Why?

P.M

YES! We can!

.net? php? Java?

OK! 1,2,3,4,...923,924.....

No sir! Nothing is!

OK, You take the left side then...of the sky

NO!NO! Right there!

No!No! Look Right There!

Yea , That side, Good! ☺

Err...Duh... I thought this is impossible!

OK, Let me help you.....

OK.Which side? Next to that Cloud? There?

Your Mean near the Moon?

There? There?

OK, Here we go...Yawn!



Sumeru wishes you & your family a

Happy UGADI



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